



WXYZ

ORDER

Print Date 11/05/12 Page 1 of 3

Flight Dates **10/29/12-11/04/12**

Contract / Revision **315343 /**

Original Date / Revision
10/19/12 11/01/12

Advertiser **Stand Up for Democracy**

Agency **LUC Media**

Buying Contact

**25 Whitlock Place SW - Suite 201
Marietta, GA 30064**

Product

Stand Up for Democracy (Proposal

Agency Com 15%

Billing Contact

**25 Whitlock Place SW - Suite 201
Marietta, GA 30064**

Sales Office WXYZN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25+

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-4

Advertiser Ref

Primary Account Executive
Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Share 100% Market Value 40200

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	27	\$34,170.00	\$40,200.00	0.00	10/29/12	11/04/12	27	\$34,170.00	\$40,200.00
Totals	27	\$34,170.00	\$40,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/29/12	11/04/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			3		\$2,000.00		0.00				
N 2	WXYZ	10/29/12	11/04/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MTWTF--	:30	3	\$1,000.00	FX	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			3		\$1,000.00		0.00				
N 3	WXYZ	10/29/12	11/04/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 11/05/12

Page 2 of 3

Contract / Revision **315343** Flight Dates **10/29/12-11/04/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Stand Up for Democracy** Product **Stand Up for Democracy (P)** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/29/12	11/04/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	3		\$800.00		0.00						
N 4	WXYZ	10/29/12	11/04/12	12-1pm M-F 12-1pm	CM	12-1pm	MTWTF--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	3		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WXYZ	10/29/12-11/04/12		12-1pm		12-1pm	MTWThF----	:30		(\$1,200.00)		0.00	NM		
See MG 4.4															
[Network Breaking News]															
4	NXYZ	10/29/12-11/04/12		12-1pm		12-1pm	-----F----	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 4.3 10/29															
N 5	WXYZ	10/29/12	11/04/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	3		\$1,000.00		0.00						
N 6	WXYZ	10/29/12	11/04/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MTWTF--	3		\$2,000.00		0.00						
N 7	WXYZ	10/29/12	10/29/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	M-----	:30	1	\$5,000.00	FX	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$5,000.00		0.00						
N 8	WXYZ	10/29/12	11/04/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$500.00		0.00						
N 9	WXYZ	10/29/12	11/04/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$900.00		0.00						
N 10	WXYZ	10/29/12	11/04/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$2,000.00		0.00						
N 11	WXYZ	10/29/12	11/04/12	ABC Saturday Night Foot ABC's Saturday Night For	CM	SA 8pm-1130pm	-----S-	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$4,000.00		0.00						
N 12	WXYZ	10/29/12	11/04/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$500.00		0.00						
N 13	WXYZ	10/29/12	11/04/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$900.00		0.00						
N 14	WXYZ	10/29/12	11/04/12		CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Action News SUN 8am											
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$900.00	0.00							
N15	WXYZ	10/29/12	11/04/12	Ford Lions Report Live	CM	Various	-----S	:30	1	\$1,500.00	P-4	0.00	NM	1	\$1,500.00
				Ford Lions Report Live (11:00 AM-12:00 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$1,500.00	0.00							
N16	WXYZ	10/29/12	11/04/12	Sports Update 1130-12n	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	0	\$0.00
				SU 1130p-12a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/29/12	11/04/12	-----S	1		\$1,000.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/29/12-11/04/12		Sports Update 1130-12m Su		1130pm-12am	-----Su	:30		(\$1,000.00)		0.00	NM		
				Credited											
Totals														27	\$40,200.00